



Reducing our waste, improving our service

Moreland City Council

Stage 1 Engagement, FINAL, 23/09/2020

COMMUNITY

The term community refers to a group of people that has something in common such as identity, behaviours, interests or values. A community often share a sense of place in a given geographical area (e.g. a country, city, town, or neighbourhood) or in virtual space through communication platforms.

STAKEHOLDER

The word stakeholder refers to individuals, groups or organisations with a stake or interest in the outcome of a decision. Stakeholders may also have the ability to influence the decision given their role or position.

ENGAGEMENT

Engagement is defined as a planned process with the purpose of working with communities and stakeholders to inform decisions, share knowledge and strengthen relationships.

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1 At a glance

What feedback have we collected?

- 436 online surveys including 432 residents and property owners and 4 businesses
- 149 virtual sticky notes
- 140 responses to the online quickpoll
- 15 calls to the phone ins session
- 223 comments on Council's Facebook posts
- 14 emails
- calls to customer service
- web enquiries through Council's website

What's working well?	What could be improved?
<p>TOP 3</p> <ol style="list-style-type: none"> 1. The FOGO bins are widely supported 2. The frequency of current services is appropriate for the amount of waste households are generating 3. The current system is reliable and easy to use <p>Other feedback included:</p> <ul style="list-style-type: none"> - The current service offering addresses participants' needs - The varied bin sizes cater for a variety of needs 	<p>TOP 3</p> <ol style="list-style-type: none"> 1. More emphasis on education and better access to information 2. More opportunities for soft plastics recycling 3. Weekly collection of FOGO bin <p>Other feedback included:</p> <ul style="list-style-type: none"> - Reduce frequency of garbage bin collection - Poor standard of collection - Lack of space on private properties for another bin - Kerbside congestion on collection night - Poor hygiene in FOGO bin - People putting rubbish in their neighbour's bins

What are the big ideas

- Fortnightly glass bin collection
- Allow greater choice in bin sizes
- Introduce communal waste bins
- Drop off points for waste and recycling
- Extend Council waste services to all apartments
- Greater focus on waste reduction
- Introduce split bins to save space
- Reduced rates to incentivise waste reduction

2 Introduction

2.1 Purpose of this document

This document provides an overview of the promotion, communication and engagement activities undertaken in the first stage of stakeholder and community engagement and summarises feedback.

This document has been prepared as an internal document to inform the project team and Moreland City Council.

A public summary document will also be prepared summarise findings of this first stage of engagement and outline how feedback will be used to inform the next stage of the project.

2.1 Project background

Across Australia, governments and communities are facing challenges in how to reduce and manage different streams of waste, to minimise the harmful impacts of waste on the environment whilst meeting the needs of the community.

Moreland City Council (Council) has a longstanding commitment to reducing waste and enhancing the environmental outcomes of waste services. Council recognises that lasting behavioural change and participation in environmental initiatives are best supported through awareness campaigns and educational support.

In response to this need, Council introduced kerbside collection of food and garden organic (FOGO) waste through the addition of food waste into the fortnightly green waste service in 2019.

Earlier this year, the Victorian Government announced the Recycling Victoria policy which mandates a 4-stream kerbside service along with other changes to be rolled out across all Victorian municipalities. To reduce the amount of waste going into landfill. The new system will introduce separate bins for:

- Garbage (landfill)
- Comingled recycling
- Food and garden organics (FOGO)
- Glass recycling.

Council is committed to making these changes which will also introduce different collection frequencies and bin sizes, and a revised charging model. Council must now prepare and adopt a revised Kerbside Waste Services and Charges Policy, which must be informed by engagement with the Moreland community.

2.1.1 Drivers

Council is committed to engaging the Moreland community on how best to implement these changes.

While some decisions are already made, consultation on negotiable aspects of this project help council to make decisions in the interest of its community. Engagement helps to build awareness of the problem of waste, and encourage greater individual, household and business contributions to its response.

Public engagement at this stage of the project is intended to inform a tailored approach to implementation and policy development to ensure that the needs and wants of the Moreland community are understood and reflected. This will help to promote mutual benefit and aid compliance at later stages.

2.1.2 Negotiables

Clear negotiables and non-negotiables should be communicated to stakeholders at the earliest possible phase to ensure that they understand how their contribution may influence decisions. This ensures that stakeholder expectations can be managed at the outset, and continually reinforced to alleviate any potential for misunderstanding during the engagement.

Outlined in Table 1 are the negotiables and non-negotiables for this engagement project. The enactment of new policy and roll out of the four-bin system will not commence until at least March 2022 and will be subject to contractual limitations.

While this project responds to state government directives, the negotiable and non-negotiables outlined below are specific to Moreland.

Table 1: Project negotiables and non-negotiables

Negotiables	Non-negotiables
<ul style="list-style-type: none"> Bin collection frequency (standard collection frequencies are weekly, fortnightly or monthly (for glass)) Bin sizes (standard bin sizes are 80L, 120L or 240L, shared bins for apartments) Types of concessions for those with special circumstances Extent of waste charge increase (i.e. how much people are willing to pay) Charging model for waste charge (current model charges based on garbage stream) Service model for glass (and food waste) (e.g. kerbside bin or other type of service, such as communal collection points) 	<ul style="list-style-type: none"> Service will become a 4-stream service. State government policy that all Victorian residents must have access to a FOGO service by 2030 and a glass service by 2027. In May 2020, Council determined that new kerbside waste services will be introduced from March 2022. This commitment is subject to external factors such as government transition planning and contractual limitations which may influence this date. Cannot have 3 streams collected every week (e.g. weekly FOGO, weekly garbage and weekly recycling) – operational and financial constraints. Council is seeking community action and waste services that help avoid waste generation and minimize waste sent to landfill,

Negotiables	Non-negotiables
<ul style="list-style-type: none"> Community's preference for how they want to be informed/educated about the changes to the service Provision of kitchen caddies (for FOGO) or other system supports to aid at source separation in the home Hard waste service – booked collection or biannual municipal-wide collection (current service). 	<p>as part of vision for 'a circular economy with zero waste'</p> <ul style="list-style-type: none"> Waste charge needs to cover cost of the service. What is accepted in each waste stream: <ul style="list-style-type: none"> 'Compostable' bags/packaging cannot be used in organics bin – Contractual limitation. Compostable caddy liners/bags are not accepted by Veolia, Council's organics processor. Types of food and garden organics accepted through the FOGO service – Contractual limitation. What can and cannot be accepted is set by Veolia. Types of recyclables in yellow bin and glass in future purple bin are based on receival contracts. What is accepted in yellow bin now will change in future contract (e.g. glass). Residents or businesses not paying the waste charge, such as tenants in high density Multi Unit Developments (MUDs) serviced by private waste management, will not use the standard service. Operational constraints mean service cannot be provided to everyone. Provision of the service is linked to the waste charge and the Waste and Litter Charge Policy update will determine and confirm those entitled to service. Residents or businesses not paying the waste charge may be able to access service through Commercial Plus (fee for service). Service must be equitable and reasonable. Contractual limitations (e.g. some services won't be able to change until after an existing contract ends).

2.1.3 Risks and challenges

Engagement of any type carries risks that must be anticipated and managed. The following project risks were identified and addressed through the project planning phase:

- Low levels of understanding
- Community builds unattainable expectations of service reform
- Perceived inequity of waste charge between Councils
- Poor community perceptions of Council
- Engagement through Council election campaign period
- Capacity of local residents and businesses to join the conversation
- Failure to capture the diversity of views
- Barriers for community members to join the conversation.

Details of the mitigation measures employed to address these risks is provided in the Engagement Plan that guides this program of activities.

MANAGING THE IMPACT OF COVID-19

In addition to the standard engagement risks outlined above, the specific impacts of the COVID-19 pandemic require careful management.

To ensure the safety of the project team and the Moreland community, the decision was made at the outset of this first stage of engagement to limit activities and communications to online, phone and written communication.

It is acknowledged that approach may create barriers for some individual and community cohorts. To address this, our program included a range of platforms and methods for people to make contact including online platforms, email, telephone and printed advertising and communications. While efforts were made to identify and address engagement barriers, it is likely that the constrained approach and the COVID-19 environment had an adverse impact on engagement with some sectors of the Moreland community.

2.2 Report limitations

This report details the participants' perceptions, concerns and ideas as expressed during the engagement activities. Capire is confident this report provides a true account of the feedback provided.

The following limitations were identified in relation to conducting and reporting on the engagement:

- Some participants may have participated on multiple online platforms such as the survey, visioner tool and quick poll, therefore it is possible that some views may have been captured more than once.
- In some instances, participants did not answer all questions, this meant that some questions received fewer responses than others.
- A small number of participants chose not to provide demographic information therefore the demographic information is only representative of the information provided.
- This phase of engagement was conducted during stages 3 and 4 of COVID-19 lockdown. These restrictions meant that engagement relied on online, phone and mailout methods and communications. The temporary closure of businesses and restriction of outdoor hours also removed opportunities for passive promotion through signage and notice boards. It is also acknowledged that the capacity of some groups and individuals will have been reduced through the lockdown.
- Business closures as a result of COVID-19 lockdown measures is likely to have adversely impacted the capacity and opportunity for businesses to be involved in engagement activities and for engagement opportunities to be promoted amongst businesses in Moreland.
- Of the 77,978 private residential addresses in Moreland, 71,304 received flyers. This shortfall occurred as a result of a shortfall in printing. AusPost mail delays and disruptions occurring during Coronavirus (COVID-19) also resulted in some households receiving flyers after the phone-in session.

3 Engagement approach

3.1 Engagement Stages

The public and stakeholder engagement to support *Reducing our waste, improving our service* will be delivered over three main phases in Figure 1: Three main phases of delivery. This report relates specifically to activities included in Stage 1. Engagement with key stakeholders and government is ongoing throughout the life of the project.

As part of reporting at the end of each stage, we will review the engagement approach and project program to confirm timeframes and approach for the next stage.

Phase 1	Phase 2	Phase 3
Sharing the problem <ul style="list-style-type: none"> To socialise the project within the community To establish a baseline understanding that 'waste affects everyone' To undertake a 'pulse-check' of concerns and issues within the community regarding the project 	Teasing out the issues and introducing options ('Green Paper') <ul style="list-style-type: none"> To seek feedback to inform the draft kerbside services and charges policy To seek feedback on shortlisted options for the future waste service model 	Draft Policy consultation ('White paper') <ul style="list-style-type: none"> To seek feedback on the draft policy and service design
Key engagement activities <ul style="list-style-type: none"> Communications and promotion Launching the project webpage and 'Conversations Moreland' engagement platform Identification of possible project champions Phone in sessions 	Key engagement activities <ul style="list-style-type: none"> Input into 'green paper' Mobilisation of project champions Online survey Community workshops/ reference groups Community event (subject to COVID-19 restrictions) 	Key engagement activities <ul style="list-style-type: none"> Input into 'white paper' Online survey Reconvening of community workshops/ reference groups Follow up with project champions

Figure 1: Three main phases of delivery

Phase 1 of stakeholder and community engagement commenced on 20 July with the launch of the project website (<http://conversations.moreland.vic.gov.au/waste>).

The first phase of engagement sought to:

- Make the case for change and help the Moreland community understand the proposed changes to Council's kerbside waste service.
- "Share the problem" of waste with the Moreland community to raise awareness and appreciation of issues and establishing a foundation of shared understanding, providing a platform for further conversations in subsequent stages.
- Raise awareness, promote greater acceptance and encourage uptake of the opt-in FOGO service prior to the transition to the 4-bin waste service.

- Undertake a ‘pulse-check’ of concerns and issues within the community regarding the project
- Identify and capture questions, concerns and community sentiment towards the future waste service to inform the frame of engagement activities in subsequent stages.
- Establish a high-level understanding of potential barriers and constraints.
- Identify various community cohorts or sectors which may be differently impacted by changes.
- Identify individuals and groups that are interested in promoting or championing the future waste service, especially weekly FOGO.

3.2 Engagement and COVID-19

In response to COVID-19, our approach was adapted to ensure that engagement activities could continue while maintaining the safety of the public, staff and team members. This included:

- A refocus to online and remote engagement platforms, including a dedicated online engagement website promoting 24-hour access, a single source of project information, interactive engagement tools where people can participate from home
- Substituting in-person face-to-face community events and public workshops with phone call drop-in sessions
- Increase focus on targeted promotion through social media and community networks in the local area.

3.3 Accessibility

To enhance inclusion, our engagement program included a number of measures to deliver greater accessibility:

- All written collateral included details for Moreland’s Language Link translation service
- Web accessible versions of all project fact sheets were made available on the Conversations Moreland website
- Promotional flyer incorporating information in English as well as Italian, Greek, Arabic, Mandarin, Turkish, Vietnamese and Urdu. These languages represent the seven languages most frequently spoken in the Moreland community where there is an English barrier, as distinct from the most commonly spoken languages other than English.

- Key project information was provided on dedicated Conversations Moreland website pages in Italian, Greek, Arabic, Mandarin, Turkish, Vietnamese and Urdu
- A phone-in session was planned and advertised to allow people an alternative to online engagement including access to interpreter services
- Moreland Customer Service officers were briefed to accept calls and respond to project enquires to provide people with a point of contact throughout the engagement period.

3.4 Engagement methods

Table 2: Engagement Methods

Tool	Description	Timing
Conversations Moreland Webpage	Engagement activities were available on Council's website throughout duration of project (https://conversations.moreland.vic.gov.au/waste). This platform invited community members to share their thoughts about what works well and what could be improved in our current waste service. Participants could also sign up to receive project email updates or register to be involved in more detailed discussions in the second round of consultation later this year.	Monday 20 July to Friday 21 August 2020 (ongoing)
Online Survey	The survey was designed to reach the wider Moreland community and gather information about how people currently use their household waste and how changes might impact them. Surveys were designed for both residents and property owners, and also businesses. Surveys were offered in English only.	Monday 20 July to Friday 21 August 2020
Quickpoll	A quick poll was developed to understand how members of the community would like to be engaged throughout the project.	Monday 20 July to Friday 21 August 2020 (ongoing)
Visioner tool	Members of the community were asked to share a key statement about their issues, experiences or ideas for the Council's waste services. They could do this by placing a virtual 'sticky note' on the Conversations Moreland webspace. Other visitors were then able to vote on each comment using thumbs up or thumbs down button.	Monday 20 July to Friday 21 August 2020 (Responses remain visible)
Emails	The Waste Projects email was available for people to email with questions about the project and to provide their feedback.	Monday 20 July to Friday 21 August 2020 (ongoing)
Phone-in session	A scheduled phone session was planned to target those without access to Conversations Moreland and those with low levels of English proficiency. Interpreters were available. This session was advertised on all project collateral, on the Conversations Moreland page and via a multi-lingual municipal flyer drop to most households in Moreland.	Tuesday 11 August 2020 5pm – 6.30pm

Tool	Description	Timing
Customer service phoneline	The customer service phoneline 9240 1111 was available for people to call with questions about the project and to provide their feedback. Customer service staff were briefed ahead of the public launch of the engagement period and provided with a briefing pack, key messages and FAQs	Monday 20 July to Friday 21 August 2020
Paper surveys	Paper versions of surveys were also made available upon request	Monday 20 July to Friday 21 August 2020

3.5 Supporting communications and promotions

Table 3: Supporting communications and promotions

Tool	Description	Timing	Reach
Conversations Moreland Webpage	<p>Project information will be available on Council's website throughout duration of project (https://conversations.moreland.vic.gov.au/waste). It provides a central location for project information; key documents, FAQ's, and online engagement tools.</p> <p>This platform invited community members to engage in an online survey, register their interest in project updates and later stages of consultations.</p> <p>This platform also acts as a 'feedback-loop' following each phase of engagement to ensure that the Moreland community understands how their feedback has been considered and incorporated into the outcome.</p>	Monday 20 July to Friday 21 August 2020 (ongoing)	<p>English: 3,526 site visits</p> <p>Arabic: 179 site visits</p> <p>Italian: 132 site visits</p> <p>Vietnamese: 84 visits</p> <p>Greek: 70 site visits</p>
Flyers	A flyer was prepared to provide information about the project, promote engagement activities and encourage people to visit the website. In addition to English, the flyer also contained project information in Italian, Greek, Arabic, Mandarin, Turkish, Vietnamese and Urdu.	Distributed week starting Monday 3 August 2020	Distributed to 72,000 households

REDUCING OUR WASTE, IMPROVING OUR SERVICE, STAGE 1 ENGAGEMENT REPORT

Tool	Description	Timing	Reach
FAQs	An approved set of FAQ's and responses were uploaded to the Council's webpage. These were updated throughout the engagement.	Ongoing	
Factsheet	Online PDF factsheets were developed to provide more information on the four-bin system, FOGO and council waste services. Factsheets have also been made available in soft copy word documents for access.	Staggered release following website launch to Friday 21 August 2020	
Facebook posts	<p>Posts were prepared to provide information about the project, promote engagement activities and encourage people to visit the website.</p> <p>Facebook emerged as an informal consultation tool, with some comments receiving a response from Council where information was available. Comments cannot be extracted from Facebook but were considered in overall theming of issues.</p> <ul style="list-style-type: none"> - Moreland City Council Facebook page 	<p>Thursday 23 July</p> <p>Sunday 9 August</p>	<p>Reactions: 163 Comments: 187 Shares: 9 Engagement: 12%</p> <p>Reactions: 22 Comments: 6 Engagement: 3%</p>
	<ul style="list-style-type: none"> - Moreland Zero Carbon Facebook page 	<p>Thursday 23 July 2020</p> <p>Thursday 20 August 2020</p>	<p>Reactions: 1</p> <p>Reactions: 3 Share: 1</p>
	<ul style="list-style-type: none"> - Business Moreland Facebook page 	<p>Thursday 6 August 2020</p> <p>Friday 21 August 2020</p>	<p>Reactions: 2</p> <p>Reactions: 0</p>
Facebook ads	<p>Paid Facebook ads were placed during the consultation period in English and the seven nominated languages other than English (LOTE).</p> <p>Click through rates for both English and LOTE ads were significantly higher than the average for Australian government ads. Click throughs were most frequently recorded from mobile devices for both English language (98.6%) and LOTE (82.75%) ads.</p> <p>Facebook analytics inculcated that:</p>	Throughout engagement period	<p>English</p> <p>931 link clicks through to Conversations Moreland</p> <p>Reach: 21,000</p> <p>LOTE</p> <p>551 link clicks through to Conversations Moreland</p>

REDUCING OUR WASTE, IMPROVING OUR SERVICE, STAGE 1 ENGAGEMENT REPORT

Tool	Description	Timing	Reach
Newsletters	<ul style="list-style-type: none"> - A larger proportion of Arabic community engage online compared to other languages - Turkish and Vietnamese language communities are highly engaged online - Urdu and Chinese language communities are less engaged online - Italian and Greek language communities have higher online engagement in the 65+ age groups 		across 7 languages Reach: 16,800
	<p>Newsletter advertisements were prepared to provide information about the project, promote engagement activities and encourage people to visit the website including</p> <ul style="list-style-type: none"> - My Moreland e-newsletter 	Thursday 23 July 2020	1,257 unique subscribers 46 click throughs (28.05% of total clicks)
	<ul style="list-style-type: none"> - Inside Moreland quarterly hardcopy newsletter 	Early August 2020	Distributed to all Moreland Households
	<ul style="list-style-type: none"> - Grapevine Intranet for Council staff 	From Friday 7 August 2020	Not recorded
Emails	Emails were sent to community networks during the engagement period to provide an overview of the project and encourage participation. A range of community groups were contacted.	From Monday 20 July to Friday 21 August 2020	Not recorded

4 Who did we hear from?

4.1 Total participation

Our engagement approach allowed people to interact and provide feedback over a variety of platforms. Most feedback collected through this phase of engagement came via the online survey on the Conversations Moreland website where we captured over 430 surveys and almost 150 ideas and suggestions through the visioner tool.

Participants were required to register to the Conversations Moreland website before leaving feedback to maintain data integrity. This is consistent with the approach for all council engagement projects delivered through Conversations Moreland. However, it is acknowledged that this additional step may be a barrier or reduce engagement amongst some cohorts such as those with low English proficiency.

Error! Reference source not found. shows a breakdown of feedback provided across various platforms. It is possible that some people provided feedback across multiple platforms.

Table 4: Total numbers by method

Engagement method	Number of participants
Total online surveys	436
Residents and property owners via project webpage	425
Residents and property owners via email responses	2
Residents and property owners via phone-in in session	5
Businesses via project webpage	4
Visioner tool (via project webpage)	149
Quickpoll (via project webpage)	140
Total phone in session calls answered	15
Phone-in session (general feedback/questions)	10
Residents and property owners survey via phone-in session	5
Waste Projects email (general feedback/questions)	12
Council website form (general feedback/questions)	2
Hard copy surveys	2
Customer service phonenumber (general feedback/questions)	Not recorded

In many cases where people made contact through general inquiry channels such as the customer service phone line or email addresses, they were also encouraged to visit the website. This ensured that people interested in the project have access to consistent project information and that feedback is consolidated where possible.

4.2 Demographic breakdown of survey respondents

The online survey included a series of demographic questions to help us to understand who we heard from and to identify issues or themes that were common amongst specific cohorts of the Moreland communities.

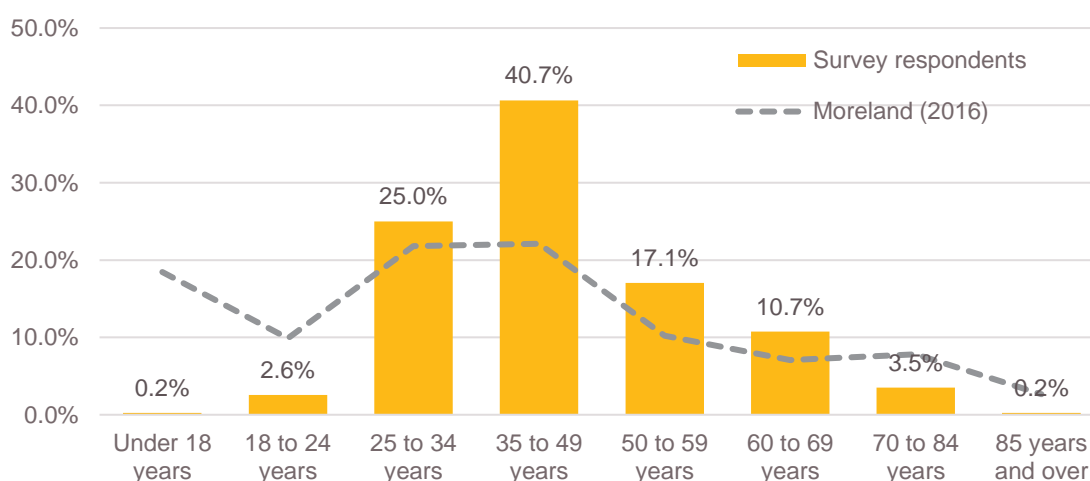
This information will be used to determine an appropriate design and engagement frame for the next, more detailed phase of engagement as well as to identify gaps or cohorts that are underrepresented.

The following provides a summary of all resident and property owner survey respondents from this first round of engagement. It consolidated those who completed the survey online with those who completed it over the phone or via email.

4.2.1 Individuals

Two thirds of total survey respondents were aged between 25 and 49 years. Figure shows the breakdown of survey respondent age compared against the residential population of the Moreland Local Government Area at the time of the 2016 Census.

The data shows that residents under the age of 25 and over 70 years are relatively under-represented in survey responses compared to the total municipal population. However, it is noted that individual respondents were often completing the survey on behalf of a household.



Source: Survey responses and Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.

Figure 2: Age of survey respondents (n = 427)

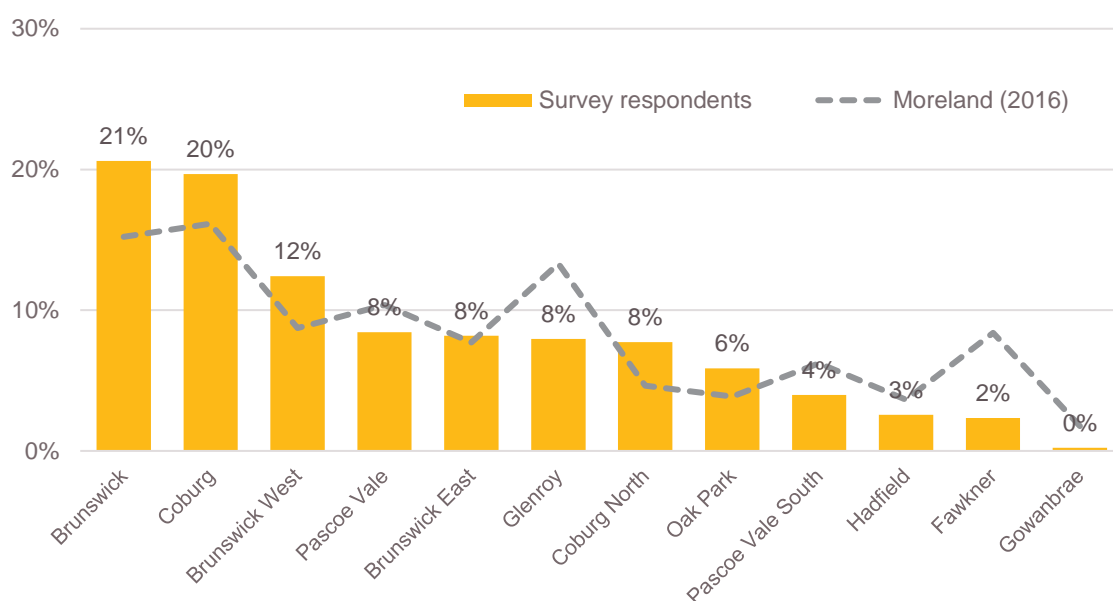
Most survey respondents identified as female (61%). Of all respondents, approximately 11% identified as a member of the LGBTQIA+ community.

4.2.2 Location

The most common suburbs of residence for survey respondents were Brunswick and Coburg. This reflects the overall population distribution across the Moreland Local Government Area at the time of the 2016 Census.

However, as demonstrated in Figure, surveyed respondents from the suburbs of Glenroy and Fawkner were somewhat underrepresented.

No survey respondents reported that they live in Gowanbrae.



Source: Survey responses and Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.

Figure 3: Suburb breakdown (n = 428)

4.2.3 Households and dwellings

Survey participants were asked to indicate certain household characteristics which may impact their waste service requirements. Respondents were able to select multiple answers to this question.

Figure shows that the most survey respondents live with their partner.

Households with both school aged and infant children were common. The most children in any one household was four. The most adults living in a single household was five, which included both share houses and a family with adult children. The survey responses indicated that 39.5% of participants live in households with children. This is consistent with the Moreland average.

Most households represented by 'other' comprise parents and adult children.

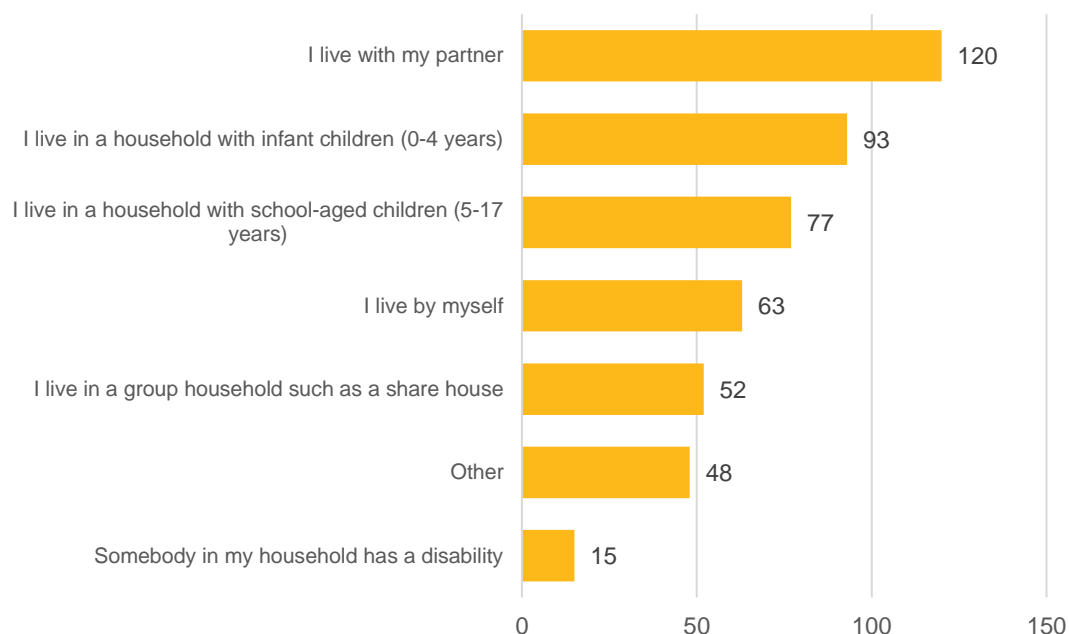


Figure 4: Household type breakdown (n = 430)

Standalone housing was the most prominent type of housing stock representing 62% of respondents. A further 28% of respondents live in medium density housing including a villa, unit, town house or terrace house and 10% live in high-density housing such as a flat or apartment. This is broadly consistent with the municipal averages of 55%, 35% and 9% respectively¹.

Almost half of survey respondents (45%) had lived in their current residence for more than five years with a further 39% having lived in their current home for 1-5 years. This is largely consistent with the rate of migration across the municipal population where 50% of Moreland residents had lived in the same home for the five years preceding the 2016 Census.

Over half of respondents (54%) reported that they own a residential property in Moreland, indicating a split between owners and rental households.

4.2.4 Diversity

Of total survey respondents, 16 reported that they speak a language other than English at home. This included Italian, Mandarin, Turkish, Greek, German, Portuguese, Spanish and Latvian.

This figure is significantly lower than the municipal average of 38% of Moreland residents who reported speaking a language other than English at home at the time of the 2016 Census. This may be due to a number of factors including the flack of face-to-face and in-community engagement opportunities as well as the lack of in-language online surveys.

¹ Australian Bureau of Statistics, Census of Population and Housing 2011 and 2016.

Facebook ads provided an opportunity for users to engage in-language and saw a higher rate of discussion. This suggests that increased opportunities for in-language CALD engagement in the subsequent rounds should be promoted.

A total of 25 survey respondents identified as a migrant, asylum seeker or refugee. No survey respondents reported that they identify as an Aboriginal or Torres Strait Islander person.

4.2.5 Businesses

In total four participants completed the online business survey. All businesses were located in Brunswick however the business types were diverse and included 'manufacturing', 'professional, scientific and technical services,' 'rental hiring and real estate services' and a veterinary consultancy.

The size of the businesses varied from sole trader, to a business of more than 20 employees or more.

Of the responses, 3 of the 4 participants used Council's waste services. All participants were eager to be involved in later stage of the project.

5 Engagement highlights

5.1 Overview

Table 5 shows a high level overview of themes emerging through this initial engagement. This provides an indicative snapshot only and is not a detailed quantitative breakdown.

The questions posed to participants in this engagement were open ended and as such, not all participants engaged on all subjects to the same degree. The following discussion expands on the key issues highlighted above.

Table 5 Overview of engagement themes

	What do you like about our current waste service?	Do you have any thoughts about how your household waste service could be improved?	Is there anything you'd like to hear more about in the next round of engagement?
Apartments and services for residents	1%	1%	4%
Bin size options and storage on residential property	5%	3%	9%
Community engagement opportunities	--	--	12%
Costs, fees and financial incentives including rates and waste charge	--	3%	1%
Ease and efficiency	5%	--	--
Education and access to information	--	4%	11%
FOGO/Green waste	46%	4%	4%
Frequency of collection	28%	4%	3%
Glass and additional new waste streams	--	5%	10%
Hard rubbish	2%	--	--
Recycling	7%	1%	6%
Reliability	12%	--	--
Service offering	8%	--	--
Sharing resources such as bins or communal collection points	--	--	2%
Soft plastic recycling and polystyrene	--	15%	6%
Waste chain and process	--	--	8%
Waste reduction, behaviour change, enforcement	--	1%	8%

5.2 What's working well?

Overall participants liked Council's current waste services and welcomed a change to introduce the 4-stream kerbside service. Participants broadly agreed on the elements of the current waste service they liked.

5.2.1 The FOGO bins are widely supported

Many participants were strong advocates for the FOGO bins. Participants commented that since the introduction of the FOGO bin, they have significantly reduced the amount of food scraps they have put in their general waste bin and in turn reduced the amount of waste destined for landfill.

Participants have expressed their appreciation and support of Council's commitment to the FOGO service.

'I love that we can put our organic food waste in the green bin. It has significantly reduced our garbage going into landfill!!'

- Family of five residing in Coburg stand-alone house

I'm glad we have a green bin that always takes kitchen waste. Living in a small-town house we can't compost easily so love the green bin!

- Group household with members identifying as LGBTQIA+ and Migrant, asylum seeker or refugee/ living in Brunswick West

5.2.2 The frequency of current services is appropriate

Overall, participants felt that weekly collection of garbage and recycling is appropriate for the amount of waste households are currently generating. In particular, participants favoured a high frequency as it reduces odour and build-up of waste.

'(I like) the weekly collection of waste and recycling.'

- Pascoe Vale resident/ living in a villa unit/ town house or terrace house

While some people prioritised weekly collection for FOGO or garbage bins, others supported more frequent collection of recycling bins as these fill up more quickly.

5.2.3 The current system is reliable and easy to use

Participants frequently remarked on the reliability and ease of the current service, prompting more waste recycling in their households. Participants noted that the service is reliable, simple and easy.

'The waste collection truck is on time and the service is mostly reliable.'

- Pascoe Vale resident of medium density housing, Mandarin speaker

'It is reliably collected so that rubbish does not accumulate in people's houses, properties or on the street.'

- Brunswick East resident in a household with school-aged children

'Quick and efficient - I ordered a green waste bin and it arrived the following bin day with a caddy.'

- Apartment dweller in Coburg

5.2.4 The current service offering addresses participants' needs

Many participants like the current waste service offering. There were many comments in support of the various waste bins. Participants value the opportunity to recycle what would otherwise be discarded to landfill.

'It's great to have separate bins for landfill, recycling and green waste!'

- Coburg resident residing in a stand-alone house

Some participants noted the convenient and efficient response of the bin damage/replacement. Participants also frequently commented favourably about the biannual hard waste collection service and noted the need to maintain this frequency to accommodate community need.

'I like the green bins collection (organic waste) and the bin damage/replacement service. I also really appreciate the biannual hard rubbish collection service.'

Brunswick resident who identifies as a migrant, asylum seeker or refugee/ living in Brunswick West

One participant noted that they value the warning system for non-compliant bins.

5.2.5 The varied bin sizes cater for a variety of needs

Some participants like the varying bin size options dependent on individual household needs.

'We were happy to receive the smaller sized red-lidded waste bin, which along with using the small kitchen waste bin and being able to put this waste in our green garden bin has made an enormous difference to how much general waste we are generating'

- Brunswick resident residing in a stand-alone house / one resident in the household identifies with having a disability

5.3 What could be improved

A range of issues were raised during this phase of engagement. These have been identified as aspects of the current service that could be improved or do not suit the needs of the respondent.

5.3.1 More emphasis on education and better access to information

Many participants recommended greater education to inform bin users as to what waste can be discarded into each bin. Participants suggested easily and readily available information to allay confusion and encourage greater confidence in the community's bin usage.

Some responses suggested more bin-tags with what can and cannot be discarded in each bin. There were a few comments that specifically addressed the lack of understanding surrounding plastic bag liners for FOGO and recycling streams. Other waste products participants were unsure where to dispose of included polystyrene and foil.

'I think it would really help if there were picture signs on the lids of all bins to help people understand what to put in them. My neighbours had no idea about the bins in Australia until I explained the different coloured lids mean different items. It is difficult for people who don't speak English, or who are renting, to understand the rubbish systems.'

- Coburg resident in villa unit, town house or terrace house

Some participants reported a lack of information regarding what can be discarded in each bin resulting in confusion and potential contamination. They suggested that greater education and resources would assist in making the system clearer and easier to navigate.

'Council's lack of clear up to date information about exactly what can be placed in yellow bin. The limited information available lacks detail so I am frequently unsure whether a container or item can go in bin or not. So, I end up putting it in landfill rather than contaminate recycle waste'

- Two-person household living in Oak Park

5.3.2 More opportunities for soft plastics recycling

Many participants recommended Council consider greater recycling opportunities for soft plastics.

Feedback suggests there is significant soft plastic waste generation in Moreland. Some participants would like to see the provision of a soft plastic waste bin while others recommended local drop off collection points.

'I would like to have a soft plastic recycling bin, we throw away very little glass and majority of peoples waste is soft plastics these days'

- Visioner tool participant

5.3.3 Weekly collection of FOGO bin

Many participants recommended increasing the frequency of FOGO bin collection to once a week as these bins fill up more quickly as food scraps are diverted away from household garbage. The feedback suggests a common need and desire for weekly FOGO bin collections. Some participants considered the hygiene and smell implications of fortnightly collections, particularly in warmer months.

'I would also urge that green bins are collected weekly, especially as they will smell in summer otherwise.'

- Visioner tool participant

5.3.4 Reduce frequency of garbage bin collection

Some participants suggested reducing the frequency of garbage bin collection from weekly to fortnightly to disincentivise landfill waste. Others commented on the need to maintain a weekly garbage bin collection.

'My suggestion would be reduce landfill to fortnightly, and increase green to weekly. It'll surely help people think about their habits, I think.'

- Coburg resident in stand-alone house.

5.3.5 Poor standard of collection

Some participants were concerned that the existing service is not of good standard. In particular, concerns were raised regarding bins that were not emptied, and mess fell on the street following collection.

'I have to call every other week to complain that my bin was not emptied. The people emptying the bins make a mess everywhere and am having to clean up rubbish from all over the road and down the street'

- Household with two adults and three children living in Coburg West

5.3.6 Lack of space on private properties for another bin

Many participants were concerned with the lack of space on their properties or streets, commenting that they will not be able to accommodate the four bins on the premise.

Participants felt that increasing residential density has resulted in less space on properties. Some expressed concern that more bins would be left out on the kerbside due to the lack of adequate storage on the properties.

'A lot of residences have very limited space for storing bins and already look very unsightly with bins in their front yard. We need a system that doesn't require a lot of extra bins.'

- Coburg resident living in a villa unit, town house or terrace house

5.3.7 Kerbside congestion on collection night

Participants frequently raised concerns that medium-high density apartments, on-street car parking and number of bins on the kerbside already creates inconvenience and cluster. Participants were concerned that another bin and more frequent collections would further contribute to the issue of kerbside and street congestion.

'kerbside congestion is a huge issue, too many parked cars and hard to find somewhere to place existing bins at the kerbside'

- Visioner tool participant

Participant feedback indicated that there were different levels of understanding and varying assumptions regarding collection frequency. This was demonstrated by the assumption made by some participants that changes would result in all bins being collected on the same day.

5.3.8 Poor hygiene in FOGO bin

Some participants were concerned about the lack of plastic lining on the FOGO bins, expressing concern regarding smell and hygiene.

'it gets pretty smelly and even though it is kept closed it ends up with flies in it. Over summer this could be a health hazard or a nuisance.'

- Coburg household living in stand-alone house

5.3.9 People putting rubbish in their neighbour's bins

Some participants reported that they frequently found other people's rubbish in their bins. Participants were concerned about this because it leads to more mess on the street and cross contamination amongst the different waste bins.

I have no control over what other people put in my bin. Even if I do the right thing, others put things in my bin and I get a wrong sticker.

- Visioner tool participant

5.4 Themes by cohort

In some instances, clear themes emerged from specific cohorts of participants. These are summarised below.

5.4.1 Participants living in Brunswick and Brunswick West.

A large number of participants live in Brunswick and Brunswick West. The response from these participants indicate a high level of support for the FOGO bins and the introduction of a four-stream waste service.

There were very few participants residing in these locations who criticised or raised concerns with Council's current or future approaches to expand the council waste service.

While not addressed through engagement activities, it is noted that this distinction is consistent with the boundary between services delivered by Council and those delivered by an external contractor (Citywide).

5.4.2 Households with young children

Some households with young children identified a greater need for garbage bins and a preference to retain weekly collection as nappies created a large amount of waste.

We are would benefit from a bigger garbage bin, especially with the nappies. The green bin gets very smell. That would be great if that got emptied weekly.

- Coburg resident with two infant children

5.4.3 Too much responsibility for the elderly

Some respondents were concerned that four bins is too many for the elderly to regular take in and out to the kerb. A participant also considered that people with disabilities may also be inconvenienced by the addition of more bins.

Too many bins for elderly to have to take in and out

- 70-84 year old Glenroy resident living by themselves

5.4.4 Apartment dwellers

Some participants who live in apartments have indicated that they cannot access Council waste services as it is privately managed.

Many apartment dwellers who live in complexes serviced by Council's waste services, would like to see Council's waste services improved to be more inclusive of all apartment complexes and occupants. This was raised particularly with respect to the FOGO stream with a strong sentiment that apartment dwellers would like to see regular, reliable FOGO bins and better on-site management of shared bins.

Furthermore, participants noted that with an increase in apartment density across Moreland, they would like to see Council's waste services and commercial providers provide all apartment dwellings with a four stream service to maintain a consistent standard or service and environmental outcome.

'I live in an apartment on Brunswick East and as I see multiple high rises go up in our area, I'm struck by the fact that most of these complexes do not have viable composting solutions or 'Food & Organics' collection.'

- Household with two adults and two infants living in apartment dwelling in Brunswick East

5.5 Big ideas and suggestions

Participants often made suggestions for improvements to the current services or new initiatives to address issues raised.

It is noted that some of these ideas are not within the core scope of the current project but are relevant to themes to be addressed in the next round of engagement. Other ideas and suggestions are known to be unfeasible and will require a response in future messaging and collateral.

5.5.1 Fortnightly glass bin collection

Participants commented that a fortnightly glass bin collection would satisfactorily accommodate their glass waste consumption. Some participants indicated that a glass bin is not necessary for all households. Considering this, there were suggestions that there should be an opt-in glass bin waste service.

‘Not everyone has glass to put out weekly... Would take me many months to fill.’

- Visioner tool participant

5.5.2 Allow greater choice in bin sizes

Participants supported the flexibility and choice in bin sizes. Some participants suggested smaller sized bins as a means of discouraging large amounts of waste – particularly the size of the garbage bins.

Some participants supported the delivery of bigger comingled recycling and FOGO bins. Others suggested that smaller sized bins would resolve the issue of lack of space on properties and kerbsides.

‘Options for having different bin sizes to better match our needs when waste services change.’

- Brunswick resident in stand-alone house.

5.5.3 Introduce communal waste bins

Participants suggested shared/communal waste bins, with some referencing international examples such as Sweden. For example, rather than each household having four bins, participants suggested that there could be a range of households in the same street all sharing the same bins.

Participants considered how this suggestion would resolve issues including:

- Lack of space
- Responsibility on elderly

- Paying rates for unused waste services/bins

There were some concerns that communal waste bins do not work as they create potential to create irresponsible waste recycling behaviours and some participants commented that it is not possible to control what others place in their bins.

In response, some participants would like to see a greater warning or penalty system for non-compliant bin users. Some participants also considered a rewards system for compliant model bin users.

There were several comments suggesting that communal waste bins would encourage a greater sense of community.

'Lots of people will complain about too many bins. Perhaps come up with a shared system? i.e. several households share certain bins?'

- Visioner tool participant

5.5.4 Drop off points for waste and recycling

Many participants were eager to see the provision of local and convenient drop off collection points. Some participants considered container deposits in central locations. The types of waste that participants would like to dispose via local drop off points include:

- Soft plastics
- E-waste
- Hazardous waste
- Clothing

'It would be good to have common collection points for both glass and soft plastics'

- Visioner tool participant

5.5.5 Extend Council waste services to all apartments

Apartment dwellers suggested that it would be good if both private and non-private apartment dwellings could access Council's waste services or that commercial waste providers were required to provide the same four streams delivered by Council.

'Provide an alternative system for apartment buildings with larger communal bins instead of individual small bins per dwelling'

-Brunswick resident living in group household

5.5.6 Greater focus on waste reduction

Some participants considered the role Council has in reducing waste altogether. This feedback indicated that another waste bin may not be effective in changing people's habits and behaviour, calling for more radical moves to encourage less waste consumption and generation.

Participants were curious to know what things Council are doing to reduce and prevent the amount of waste. There were suggestions to limit plastic packaging in Moreland.

'Encouraging more people to reduce waste in the first place'

- Brunswick resident living in group household

Some participants also recommended Council encourage the use of compost bins.

5.5.7 Introduce split bins to save space

Some participants recommended the use of split bins rather than four individual bins. This was suggested to save space on properties and the kerbside, while also accommodating the amount of waste generation.

There were a number of recommendations for council to introduce 4 compartment skips in each street as a means of saving space in properties and on the street and increasing waste service efficiency.

It is noted that this suggestion is technically unfeasible and is an example of a specific issue that will need to be addressed in future messaging and collateral.

5.5.8 Reduced rates to incentivise waste reduction

Some participants commented that they did not want to pay more for waste services they were not using or had not requested. This was specifically noted in regard to the introduction of the new glass stream and anticipated increase to household charges.

'Confirmation that this will not cost more'

- Adult household in Brunswick East

There were suggestions to incentivise individual and household waste reduction through the use of differential rates, where discounts are available for low-waste households.

Participant occasionally recommended waiving the additional waste charge fee for the FOGO bin in order to encourage more people to actively their food and organic wastes into the designated bin.

'We only fill the landfill be about once every six weeks can we get a rate reduction please!'

- Visioner tool participant

5.5.9 Other suggestions

Other suggestions included:

- The expansion of recycling services to include the separation of paper and cardboard from plastics and metals

- A participant recommended allowing large complexes to pay a 'waste charge' to collect their FOGO waste or to create incentives for private waste contractors to collect FOGO waste from private apartment buildings.

6 Out of scope feedback

Some participants made suggestions or requests of council that are relevant to the topic of waste, but outside of the scope of this project. These are summarised below.

CAN COUNCIL PROVIDE MORE BINS ALONG THE CREEK?

A Facebook user enquired whether it was possible to have more bins along the creek trail, as people are frequently littering along the creek trail. Council responded to the comment, indicating that they raised the issue with the Manager of Street Cleaning. The Manager of Street Cleaning commented the following:

- Bins are placed in places where people congregate such as parks and shopping centres
- There are 'no littering' signs installed along the creek paths
- There is an expectation that bike path and trail users will be responsible and dispose their rubbish accordingly.
- Council's Open Space and Melbourne Water staff regularly maintain plantation and waterways along these paths.

WHERE DOES OUR WASTE GO?

Participants would like more information on where the recycling is deposited. Several participants desired more information regarding the waste service process post collection.

SHARING AND REUSING CARDBOARD BOXES

A participant recommended Council create a local place to drop off and pick up cardboard boxes.

7 Next steps

7.1 Observations and learnings

The findings from this first round of engagement will help us to design the more detailed engagement as part of the next stage.

7.1.1 Observations from engagement to date

The following observations were made following our analysis of the feedback collected through this first range of engagement:

- There is a high level of interest across the Moreland community and a substantial level of awareness of the issues relating to waste.
- The success of the FOGO bins provides a platform to leverage further discussion about waste.
- There is a distinct appetite within the community to learn more about waste reduction and how to improve the efficiency of the current waste services, this presents the opportunity for a coordinated education program.
- Cohorts with greater awareness of the issues and opportunities are already demonstrating an orientation toward developing solutions. This promotes the opportunity for deep-diver conversations with these cohorts.
- Despite some gaps, participants reflect a broad cross section of the Moreland community.

7.1.2 Learning from engagement approach

The following summarises some lessons learnt through the approach and activities delivered through the first stage of engagement:

- Time constraints resulted in a staggered release of collateral. While this allowed new information to be made available to address emerging issues and common questions, it also meant that people who visited the website in the early stage did not have access to all information. This could be addressed by allowing additional preparation time ahead of launch, and by streamlining the drafting, review and approval processed between Council and consultants.
- Promotion of key dates and activities, such as phone in session, should be prioritised at the outset of engagement periods to ensure that these messages are able to spread through send and third hand networks and to account for unforeseen events such as postal delays or printing shortfalls.

- The full impact of COVID-19 and lockdown restrictions on the level of engagement is unknown, however it is anticipated that restrictions will continue for the life of the project. As such, engagement must be purpose designed to maximise opportunities for online engagement and to actively seek out underrepresented cohorts and find suitable approaches to engaging with these groups.
- To increase opportunity and potential for engagement with CALD communities, a more targeted approach is required and will rely on additional resources to:
 - respond to in-language social media posts and comments
 - provide collateral and surveys in language
 - targeted promotion through community networks.
- Additional time and planning is required to promote greater engagement with target cohorts.
- Google analytics required for CM to measure number of fact sheet downloads or visits to individual pages.
- Collateral should address non-negotiable more proactively to ensure that participants' effort is directed toward conversations on themes that they can influence and to minimise out of scope feedback. Where feedback is not directly relevant to project decision making, this presents an opportunity for an education piece.
- The phone-in session received only 15 calls over a two-hour period. While representing the equivalent of only 3.5% of survey responses, the session is important to support an inclusive approach and to provide an opportunity for people to engage with the project in a way that is comfortable to them.

7.2 Where are the gaps?

While the response to the initial engagement demonstrate an interest in the topic of waste and eagerness to engage across a range of cohorts, there are some parts of the Moreland community that are underrepresented. These include:

- Residents over the age of 70 and under 25 years
- Residents of Glenroy, Fawkner and suburbs in the north of Moreland
- CALD communities
- Newly arrived households
- Businesses
- Share houses and rental households.

It is recommended that a more targeted approach is employed to recruiting representatives within these cohorts for stage 2 engagement. This may include a more concerted effort through

council existing business and community networks, or incentivised recruitment to capture a more representative sample.

Feedback themes also identified areas and topics that were not frequently raised. This could indicate that project collateral does not sufficiently address these topics, that there is low awareness, or that the community does not associate these tips with the subject of waste.

With respect to the negotiables for discussion in this project, the following were not frequently raised in feedback received to date and are therefore identified as an area for greater focus in subsequent consultation:

- Hard waste service
- Waste charges and fees including concessions and charging models
- Bin size options
- Potential service modes for glass and FOGO
- Limitations dictating collection frequencies
- Council provided services as opposed to commercial services.

7.3 Proposed engagement themes for Round 2

The following themes and questions have been extracted from participant feedback on what they would like to hear more about in the next phase of engagement.

- Apartment dwelling opportunities:
 - How can apartment dwellers be involved in the four-bin system in Moreland?
 - How can tenants who live in privately managed apartment dwellings be encouraged to reduce their waste?
- Clarification of rates:
 - How much will an extra bin cost?
 - Will landlords raise the price of rent as a result of increased rates in waste services?
 - Will residents who don't require a glass bin require to pay increased rates?
 - Can people who are actively generating less waste have reduced rates?
- Reducing waste and breaking the chain:
 - How will Council encourage community members to reduce their waste altogether?
 - Can Council influence/apply pressure on local supermarkets to reduce plastic packaging?
 - How will Council encourage businesses in Moreland to reduce their waste?
- Community engagement and project information:

- What are the next steps of the project?
- How have the community responded to this survey?
- Will the results of this survey be made available?
- Where can I find out more information about the project and Council's current waste services?
- How will Council encourage the community to take responsibility of their four-bin waste system?
- What options are being considered?

7.4 Engagement methods

Many participants indicated that they would like to stay involved and continue to be informed with any project updates and engagement opportunities.

The following graph represents how people would like to engage in further engagement opportunities.

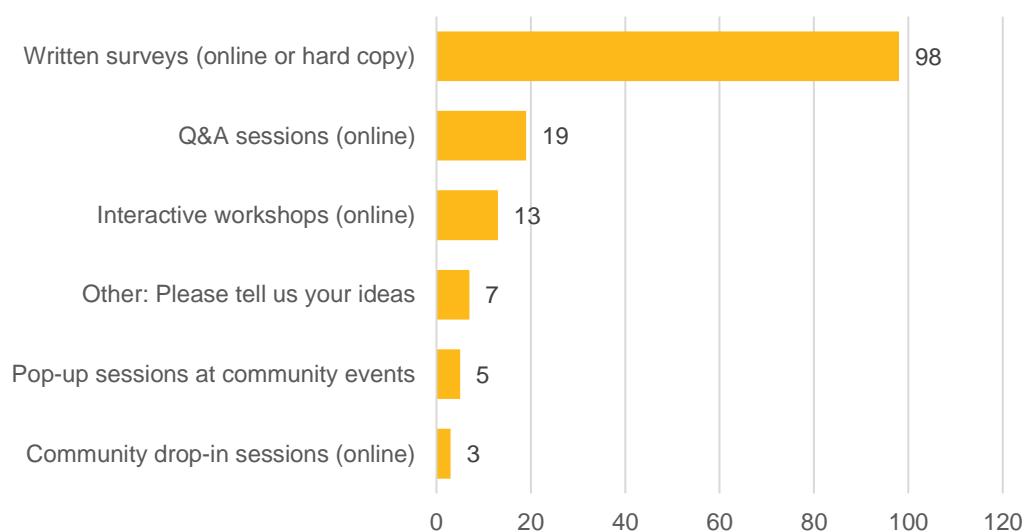


Figure 5: Please tell us how you would like us to engage with you throughout this project (n=145)

Participants in the first round of engagement identify a clear preference for ongoing online engagement. While online engagement is emerging as the preferred option for many communities given its flexibility and ease for many people, it is acknowledged that quick poll responses may represent some bias given that this feedback was collected by people already engaging online. As such, this is considered to be the preferred option for those who have already engaged with the project but is not necessarily representative of underrepresented cohorts.

Other suggestions for engagement methods focussed on a need for a wide range of information and a diverse platform of activities to ensure accessibility. One participant also suggested a platform for knowledge sharing. This is consistent with the ideas to develop project 'personas' or cohort case studies to share the experience of particular cohorts.

7.4.1 Navigating the COVID-19 environment

The impact of the COVID-19 pandemic will be ongoing throughout subsequent stages of this project.

It is likely that restrictions will necessitate that engagement activities will rely on online and phone methods into the future. As such the engagement plan developed at the project outset

will need to be reviewed to ensure that proposed approaches can be conducted in a way that maintains safety for the project team and participation.

'Face-to-face' engagement activities will continue to rely on video conferencing, webinars and phone interviews. Broader promotion and project collateral will need to be engaging and accessible to a wide cross section of the community. This may include highly visual collateral, animations and videos.

7.5 Timeframe

As discussed at the beginning of this report, engagement for this project will be rolled out over three key phases.

Table 66 outlines the proposed timeframe including the next phase of public engagement scheduled to commence following council elections in October 2020.

Table 6. Engagement program overview and key external activities

Phase	Purpose	Timing	Key engagement activities
<i>Phase 1- Sharing the problem</i>	To socialise the project within the Moreland community establishing a baseline understanding that 'waste affects everyone' and a change to their waste service is forthcoming. To undertake a 'pulse-check' of concerns and issues within the community regarding the project	20 July – 21 Aug 2020 (Completed)	<ul style="list-style-type: none"> • Communications and promotion • Launching the project webpage and 'Conversations Moreland' engagement platform • Identification of possible project champions
<i>Caretaker period and Council elections</i>	Caretaker period officially commences 24 September. Council executive have advised that engagement activity is not to occur after 21 August.	22 Aug – Oct 2020	<ul style="list-style-type: none"> • <i>No engagement</i>
<i>Phase 2- Teasing out the issues and introducing options ('Green Paper')</i>	To seek feedback to inform the draft kerbside services and charges policy, in particular on shortlisted options for the future waste service model and how the policy might be able to support residents requiring non-standard waste services	Nov 2020 – Jan 2021	<ul style="list-style-type: none"> • Review of engagement plan • Input into 'green paper' • Mobilisation of project champions • Online survey • Community workshops/ reference groups • Community event (subject to COVID-19 restrictions)

Phase	Purpose	Timing	Key engagement activities
<i>Draft policy on exhibition</i>	Draft policy endorsed by Council for public exhibition / formal consultation	March 2021	<ul style="list-style-type: none"> • <i>For implementation/ delivery by council</i>
<i>Phase 3 - Draft Policy consultation ('White Paper')</i>	<p>To seek feedback on the draft policy and service design</p> <p>Draft Policy consultation – seek feedback to see if we've got the policy and service design right.</p>	April – May 2021	<ul style="list-style-type: none"> • Input into 'white paper' • Online survey • Reconvening of community workshops/ reference groups • Follow up with project champions
<i>Council endorsement</i>	Final Policy endorsed by Council.	June 2021	<ul style="list-style-type: none"> • <i>For implementation/ delivery by council</i>
<i>Preparation for roll out</i>	Prepare for policy implementation and 'close-the-loop' on the engagement program	July 2021 onwards	<ul style="list-style-type: none"> • <i>For implementation/ delivery by council</i>
<i>Phase 4- Implementation</i>	Enaction of new policy and roll out of four-bin system	From March 2022	<ul style="list-style-type: none"> • <i>For implementation/ delivery by council</i>

Appendices

Appendix A: Collateral




Figure 6: Moreland City Council post: 23/07/2020




Figure 7: Moreland Zero Carbon post: 23/07/2020



Figure 8: Business Moreland facebook post 6/08/2020



Consultations



Reducing our waste, improving our services

We're committed to reducing environmental, social and economic impacts of waste going to landfill and we need your help.

Earlier this year, the Victorian Government announced that local council waste services will transition to a four-bin system to reduce waste, improve the quality of recyclables and ensure a system that we can rely on

We've already expanded our green bin service to provide food and garden organic collections to reduce the harmful environmental impacts of organic waste ending up in landfill.

Now we're investigating how we can make further improvements to reduce waste to landfill and improve our waste service so that it aligns with State Government policy.

[Provide your feedback](#)

Figure 9: My Moreland E-newsletter 23/07/2020

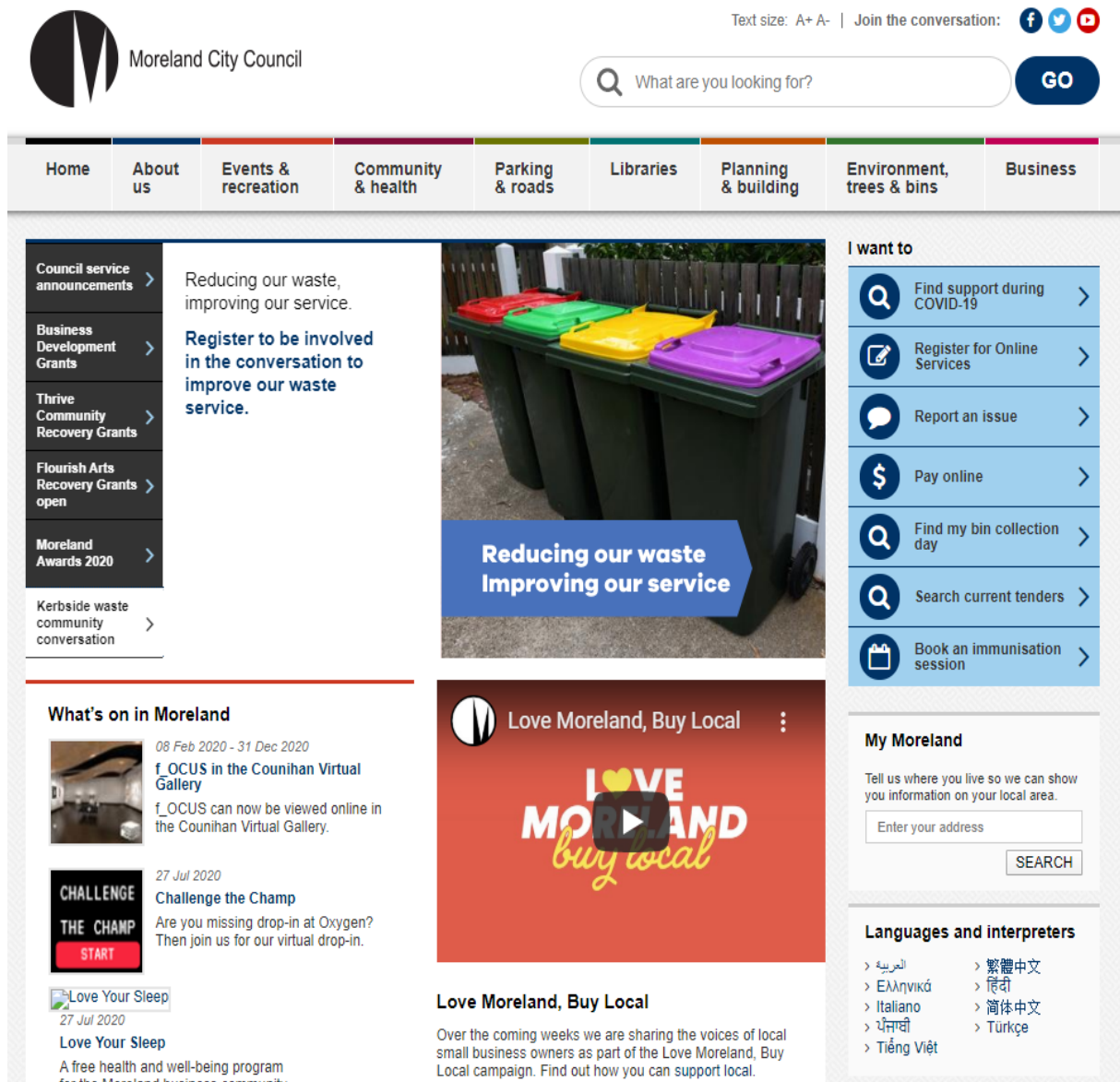


Figure 10: Moreland City Council webpage



Figure 21: Inside Moreland

Moreland'deki atık hizmetlerimizi geliştirmemize yardımcı olun

Afiklanı nasıl arazi dolgusuna çevirebileceğimizi, atık hizmetimizi nasıl geliştirebileceğimizi ve 4 kutuluk bir sisteme nasıl geçebileceğimizi araştırıyoruz.

- çöp
- ortak-karışım geri dönüşümü (kağıt, karton, plastik ve metaller)
- gıda ve bahçe organikleri (FOGO)
- cam geri dönüşümü

Ancak bizim için doğru olan bir sistem geliştirmek için yardımınıza ihtiyacımız var.

Bu değişikliğin sizi nasıl etkileyeceğini bize bildirin:

İnternet: Dilinizde bilgi için conversations.moreland.vic.gov.au/waste

Telefon: (03) 8311 4133 11 Ağustos 2020 Salı günü 17:00-18:30 saatleri arasında.

Hãy giúp chúng tôi cải thiện các dịch vụ rác thải tại Moreland

Chúng tôi đang nghiên cứu cách có thể giảm bớt lượng rác thải đổ ra bãi rác, cải thiện dịch vụ rác thải và chuyển sang hệ thống 4 thùng rác.

- rác thường
- rác tái chế các loại (giấy, các tông, nhựa và kim loại)
- thực phẩm và các chất hữu cơ vườn tược (FOGO)
- thủy tinh tái chế

Nhưng chúng tôi cần quý vị giúp chúng tôi đặt ra hệ thống phù hợp với chúng ta.

Hãy tham gia và cho chúng tôi biết việc thay đổi này sẽ ảnh hưởng đến quý vị như thế nào:

Truy cập: conversations.moreland.vic.gov.au/waste để biết thông tin bằng ngôn ngữ của quý vị

Điện thoại: (03) 8311 4133 thứ Ba, 11 tháng 8 năm 2020 trong khoảng thời gian từ 5 giờ chiều đến 6 giờ 30 phút tối

Reducing our waste

Improving our service

We're committed to reducing environmental, social and economic impacts of waste going to landfill and we need your help.

We're investigating how we can reduce waste, improve our waste service, and move to a four-stream system, in early 2022, that separates:

Moreland Language Link

廣東話	9280 1910	Tiếng Việt	9280 1915
Italiano	9280 1911	ភាសាខ្មែរ	9280 1918
Ελληνικά	9280 1912	普通话	9280 0750
عربي	9280 1913	ភាសាខ្មែរ	9280 0751
Türkçe	9280 1914		

All other languages 9280 1919

For more information

<https://conversations.moreland.vic.gov.au/waste>

Phone 9240 1111

Email wasteprojects@moreland.vic.gov.au

Printed on 100% recycled paper

We need your help to develop a system that is right for our community.

We want to hear from you to understand how these changes will affect you and what we can do to improve our waste service.

How can I get involved?

Go to conversations.moreland.vic.gov.au/waste

- Tell us about your experiences to help us understand how we can improve our waste service.
- Register to be involved in later stages of consultation.

This is the first of three stages of engagement. Your input will help us make important decisions about a waste service that is right for our community.

Phone information session:

Phone (03) 8311 4133
Date Tuesday 11 August 2020
Time Between 5.00pm and 6.30pm

Front 100mm

ساعدونا في تحسين خدمات النفايات في Moreland

نحن نحقق في كيف يمكننا تقليل النفايات في مكب النفايات، وتحسين خدمة النفايات والانتقال إلى نظام 4 : سناديق.

التقادة

- إعادة التدوير المختلط (الورق والكرتون والبلاستيك والمعادن)
- الأغذية والمواد العضوية في الحديقة (FOGO)
- إعادة تدوير الزجاج

ولكننا بحاجة لمساعدتكم لتطوير نظام مناسب لنا.

شاركوا واخبرونا كيف سيؤثر هذا التغيير عليكم:

قموا بزيارة: conversations.moreland.vic.gov.au/waste للحصول على معلومات بلغتكم

اتصلوا على: (03) 8311 4133 يوم الثلاثاء 11 آب/أغسطس 2020 بين الساعة 5.30 مساء و 6.30 مساء

Βοηθήστε μας να βελτιώσουμε τις υπηρεσίες μας απορριμμάτων στο Moreland

Εξετάζουμε πώς μπορούμε να μειώσουμε τα απορρίμματα στους χώρους υγειονομικής ταφής, να βελτιώσουμε την υπηρεσία απορριμμάτων και να προχωρήσουμε σε ένα σύστημα 4 κάδων.

- σκουπίδιών
- ανάμεκτες ανακύκλωσης (χαρτί, χαρτόνι, πλαστικά και μέταλλο)
- φαγητών και οργανικών υπολειμμάτων κήπων (FOGO)
- ανακύκλωσης γυαλιού

Αλλά χρειαζόμαστε τη βοήθειά σας για να αναπτύξουμε ένα σύστημα που είναι κατάλληλο για εμάς.

Συμμετάσχετε και πείτε μας πώς θα σας επηρεάσει αυτή η αλλαγή:

Επισκεφτείτε το: conversations.moreland.vic.gov.au/waste για πληροφορίες στη γλώσσα σας

Τηλέφωνο: (03) 8311 4133 Τρίτη 11 Αυγούστου 2020 μεταξύ 5.00 μ.μ. και 6.30 μ.μ.

Back 100mm

Aiutateci a migliorare i nostri servizi di smaltimento dei rifiuti per Moreland

Stiamo studiando modi per ridurre i rifiuti che finiscono in discarica, per migliorare il nostro servizio rifiuti e per passare ad un sistema con 4 bidoni.

- immondizia
- riciclaggio combinato (carta, cartone, plastica e metallo)
- alimenti e rifiuti organici (FOGO)
- riciclaggio del vetro

Tuttavia, abbiamo bisogno del vostro aiuto per sviluppare un sistema adatto a noi.

Richiediamo il vostro coinvolgimento per capire che impatto questi cambiamenti avranno per voi.

Visitate: conversations.moreland.vic.gov.au/waste per informazioni nella vostra lingua

Telefono: (03) 8311 4133, martedì 11 agosto 2020 tra le 17:00 e le 18:30

帮助我们改善Moreland的垃圾处理服务

我们正在研究如何减少运往垃圾填埋场的垃圾量，改善垃圾处理服务以及实行4个垃圾桶的系统。

- 一般垃圾
- 混合回收（纸张、卡片、塑料以及金属）
- 食品和花园有机物（FOGO）
- 玻璃回收

但我们需要您的帮助以开发一套适合我们的系统。

请参与并告诉我们这个改变将为您带来什么影响：

浏览网站: conversations.moreland.vic.gov.au/waste 以获得您的语言版本的信息

致电: (03) 8311 4133 (2020年8月11日星期二下午5时至6时30分)

Inner 97mm

Figure 12: Flyer

Reducing our waste, improving our service - Kerbside Waste Engagement



Created by Erin Brissett, Friday 7 August 2020, 9.15 am



Share link



Reducing our waste, improving our service.

Recently we have launched our first stage of engagement around Moreland's kerbside waste streams. Originally this project was meant to engage on the universal roll-out of our Food and Garden organics service.

However, with State Government's announcement late last year about the transition to a 4-stream system the engagement now includes all kerbside waste services offered by Moreland. As part of this project we are also updating our Waste Policy.

Now we're investigating how we can make further improvements to reduce waste to landfill and improve our waste service so that it aligns with State Government policy. We have committed to make this change from early 2022.

But we are asking residents and local businesses for their help in developing a system that is right for our community. We have already had over 200 responses to our survey in the first 2 weeks. Engagement will continue until August 21st.

We encourage any staff member who also lives in Moreland to engage in our project at: www.conversations.moreland.vic.gov.au/waste

Figure 33: Internal promotion 7/08/200

Appendix B: Survey

SURVEY FOR RESIDENTS AND PROPERTY OWNERS:

Reducing our waste. Improving our service.

We're investigating how we can reduce waste to landfill, improve our waste service and move to a 4-stream system.

- garbage
- comingled recycling (paper, card, plastics and metals)
- food and garden organics (FOGO)
- glass recycling

But we need your help to develop a system that is right for our community.

Waste is an issue that affects us all and we're all part of the solution.

Later this year, we will hold a series of workshops and groups discussions to explore issues and opportunities in more depth.

If you are interested in being involved in these discussions, please fill out the survey below to tell us a little bit more about yourself.

1. First name, Surname

2. Email address

3. Phone number

4. Please select all that apply to you:

- ☐ I live in Moreland
- ☐ I own a residential property in Moreland
- ☐ I have a business in Moreland
- ☐ Other: Please describe

5. Which suburb of Moreland do you live in?

6. Gender:

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ I'd rather not say
- ☐ Other: How do you identify?

7. What is your age?

- ☐ Under 18 years
- ☐ 18 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 49 years
- ☐ 50 to 59 years
- ☐ 60 to 69 years
- ☐ 70 to 84 years
- ☐ 85 years and over

8. Please select the options which best describes your household (you may select more than one):

- ☐ I live by myself
- ☐ I live in a household with infant children (0-4 years)
- ☐ I live in a household with school-aged children (5-17 years)
- ☐ I live in a group household such as a share house
- ☐ Somebody in my household has a disability
- ☐ Somebody in my household requires ongoing medical assistance
- ☐ Other: Please describe your household

9. Does anybody in your household identify as:

- ☐ Aboriginal or Torres Strait Islander
- ☐ LGBTQIA+
- ☐ Migrant, asylum seeker or refugee

10. Please select the option which best describes your home:

- ☐ I live in a stand-alone house
- ☐ I live in a villa unit, town house or terrace house
- ☐ I live in a flat or apartment
- ☐ I live in group accommodation or student housing
- ☐ I live in a retirement village or assisted living
- ☐ Other: please describe your home

11. About how long have you lived in your current home?

___ years, ___ months

12. How many people usually live in your home:

___ Adults (18 years and over)

___ Children (5-17 years)

___ Infants (0-4 years)

13. What language to you speak at home?

- ☐ English

- Language other than English: Please describe

14. What do you like about our current waste service??

15. Do you have any thoughts about how your household waste service could be improved?

16. Is there anything you'd like to hear more about in the next round of engagement?

17. Would you like to be involved in later stages of engagement to discuss Council's waste service?

- Yes
- No

SURVEY FOR RESIDENTS AND PROPERTY OWNERS:

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- food and garden organics (FOGO)
- glass recycling

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Waste is an issue that affects us all and we're all part of the solution.

Later this year, we will hold a series of workshops and groups discussions to explore issues and opportunities in more depth.

If you are interested in being involved in these discussions, please fill out the survey below to tell us a little bit more about yourself.

1. First name, Surname

2. Email address

3. Phone number

4. Which suburb is your business in?

5. What size is your business

- ☐ Sole trader
- ☐ Up to 19 employees
- ☐ 20 employees or more

6. Which industry sector best describes your business?

- ☐ Agriculture, forestry and fishing
- ☐ Mining
- ☐ Manufacturing
- ☐ Electricity, gas, water and waste services
- ☐ Construction
- ☐ Wholesale trade
- ☐ Retail trade

- ☐ Accommodation and food services
- ☐ Transport, postal and warehousing
- ☐ Information media and telecommunications
- ☐ Financial and insurance services
- ☐ Rental, hiring and real estate services
- ☐ Professional, scientific and technical services
- ☐ Administrative and support services
- ☐ Public administration and safety
- ☐ Education and training
- ☐ Health care and social assistance
- ☐ Arts and recreation services
- ☐ Other services: Please describe

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7. Do you use Council waste service, private waste contractor or both?
- ☐ Council waste services only
 - ☐ Private waste contractor
 - ☐ Both Council and private waste services
 - ☐ Don't know
8. Would you like to be involved in later stages of engagement to discuss Council's waste service?
- ☐ Yes
 - ☐ No